AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing Of Claims:

Please amend the claims as follows:

1-2. (Cancelled)

3. (Previously Presented) The system of claim 15, wherein each advertiser entry of at least the subset of the plurality of advertiser entries includes additional advertiser data.

4-9. (Cancelled)

10. (Previously Presented) The system of claim 15, further comprising a voice extensible markup language server coupled to the server.

11. (Previously Presented) The system of claim 15, wherein the server includes voice extensible markup language server instructions.

12. (Previously Presented) The system of claim 15, wherein the server is configured to communicate with a user computer, the user computer including web graphical user interface instructions and user measured location information.

13. (Previously Presented) The system of claim 15, wherein the server is configured to communicate with a wireless communication device, the wireless communications device including microbrowser instructions.

14. (Previously Presented) The system of claim 15, further comprising:

an advanced intelligent network ("AIN') service control point ("SCP") coupled to the server, the AIN SCP coupled to a measured location information database, the AIN SCP configured to receive a phone number location query including a phone number and to send a location response including measured location information associated with the phone number.

15. (Current Amended) A system for providing location-based yellow pages information, the system comprising:

a server including

a processor,

a network port coupled to the processor, and

a memory coupled to the processor, the memory storing a plurality of instructions configured to be executed by the processor, the plurality of instructions including location-based yellow pages database access instructions; and

a yellow pages database coupled to the server, the yellow pages database including a plurality of advertiser entries, wherein the plurality of advertiser entries include at least a first subset of advertiser entries and a second subset of advertiser

entries, each advertiser entry of the first subset of advertiser entries includes advertiser measured location information, and each advertiser entry of the second subset of advertiser entries lacks advertiser measured location information and includes designated area information,

wherein the processor is configured to:

receive a request of yellow page information from a user, the request including user measured location information and a user selected advertiser category identifier, wherein the user measured location information is determined using one of information obtained from a telecommunication system and information pre-stored in the memory, wherein receiving the measured location information comprises the processor being configured to:

receive a telephone number for use in identifying a street address with a zip code,

query a geographic information system with the street address information, and

receive from the geographic information system the latitude and longitude of the street address;

respond to the request, returning a confirmation query to the user, wherein the returned confirmation query confirms the user selected advertiser category, provides the user with distance selection options for presenting distance information as one of the following: absolute distance, shortest travel distance, distance in time when driving, distance in time when bicycling, and distance in time when walking, and allows the user to refine the selection of the advertiser category identifier and a user advertiser

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subcategory identifier, and wherein the confirmation query further allows the user to determine whether to retrieve advertiser entries from the second subset of the plurality of the advertiser entries;

retrieve one or more advertiser entries from the first subset of the plurality of advertiser entries based at least in part on the user selected advertiser category identifier or the user selected advertiser subcategory identifier;

forward the retrieved one or more advertiser entries from the first subset for presentation based at least in part on a precise distance between the user's location determined from the user measured location information and each advertiser determined from the advertiser measured location information of the selected one or more advertiser entries;

retrieve one or more advertiser entries from the second subset of the plurality of advertiser entries based at least in part on the user selected advertiser category identifier or the user selected advertiser subcategory identifier; and

forward the retrieved one or more advertiser entries from the second subset for presentation separately from those of the first subset according to estimated distance between the user's location determined from the user measured location information and each advertiser determined from the advertiser designated area information of the selected one or more advertiser entries, wherein the estimated distance is presented according to a distance identifier selected from the distance selection options and wherein the one or more advertiser entries from the second subset of the plurality of advertiser are configured to be presented in the following order: advertiser entries in the same telephone exchange as the user's location, advertiser entries in the same ZIP

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code as the user's location, advertiser entries in the same area code as the user's location, and advertiser entries in the same local access and transport area (LATA) as the user's location.

16-17. (Cancelled)

18. (Original) The system of claim 15, wherein the advertiser measured location information is based at least in part on latitude and longitude information.

19. (Original) The system of claim 15, wherein the advertiser measured location information is based at least in part on two-dimensional location information.

20. (Original) The system of claim 15, wherein the advertiser measured location information is based at least in part on three-dimensional location information.

21. (Original) The system of claim 15, wherein the server is configured to receive a user phone number and send a location query including the user phone number.

22. (Original) The system of claim 21, wherein the server sends the location query to a wireless network.

23. (Original) The system of claim 21, wherein the server sends the location query to an advanced intelligent network service control point.

24. (Original) The system of claim 15, wherein:

each advertiser entry of the first subset and second subset of the plurality of advertiser entries includes an advertiser category identifier field to store one or more advertiser category identifiers; and

the server is configured to receive user measured location information and a user advertiser category identifier.

25. (Original) The system of claim 24, wherein:

the server identifies one or more advertiser entries of the first subset of the plurality of advertiser entries based at least in part on the user advertiser category identifier;

the server forwards the identified one or more advertiser entries of the first subset of the plurality of advertiser entries for presentation based at least in part on

the user measured location information, and

the advertiser measured location information of the identified one or more advertiser entries of the first subset of the plurality of advertiser entries;

the server identifies one or more advertiser entries of the second subset of the plurality of advertiser entries based at least in part on the user advertiser category; and

the server forwards the identified one or more advertiser entries of the second subset of the plurality of advertiser entries for presentation.

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26. (Current Amended) A method for providing location-based yellow pages database, the method comprising:

storing a plurality of advertiser entries in a yellow page database, wherein the plurality of advertiser entries include at least a first subset of advertiser entries, a second subset of advertiser entries, and a third subset of advertiser entries, each advertiser entry of the first subset of advertiser entries includes an advertiser identifier field to store an advertiser identifier, an advertiser category identifier field to store one or more category identifiers, and an advertiser measured location information field to store advertiser measured location information, and wherein each advertiser entry of the third subset of advertiser entries lacks advertiser measured location information;

storing advertiser measured location information in at least each advertiser entry of the second subset of the plurality of advertiser entries, the second subset of the plurality of advertiser entries being a subset of the first subset of the plurality of advertiser entries;

receiving a request for a yellow page information from a user, the request including user measured location information and a user selected advertiser category identifier, wherein the user measured location information is determined using one of information obtained from a telecommunication system and information pre-stored in the memory, wherein receiving the measured location information comprises the processor being configured to:

receive a telephone number for identifying a street address with a zip code,

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<u>query a geographic information system with the street address</u>

<u>information, and</u>

<u>receive from the geographic information system the latitude and longitude</u>

<u>of the street address;</u>

responding to the request, returning a confirmation query to the user, wherein the returned confirmation query confirms the user selected advertiser category, provides the user with distance selection options for presenting distance information as one of the following: absolute distance, shortest travel distance, distance in time when driving, distance in time when bicycling, and distance in time when walking, and allows the user to refine the selection of the advertiser category identifier and a user advertiser subcategory identifier, and wherein the confirmation query further allows the user to determine whether to retrieve advertiser entries from the third subset without advertiser measured location information;

retrieving one or more advertiser entries from the second subset of the plurality of advertiser entries from the yellow page database based at least in part on at least one of the user advertiser category identifier and the user advertiser sub-category identifier;

if the user determines to retrieve one or more advertiser entries from the third subset of the plurality of advertiser entries from the yellow page database, retrieving said advertiser entries;

forwarding the retrieved one or more advertiser entries from the second subset of advertiser entries for presentation based at least in part on the user measured location information and the advertiser measured location information of the selected one or

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more advertiser entries and data indicating a distance between a user location and an advertiser location presented according to a distance identifier selected from the distance selection options; and

forwarding the retrieved one or more advertiser entries from the third subset of advertiser entries for presentation separately from the second subset and wherein the one or more advertiser entries from the third subset are configured to be presented in the following order: advertiser entries in the same telephone exchange as the user's location, advertiser entries in the same ZIP code as the user's location, advertiser entries in the same area code as the user's location, and advertiser entries in the same local access and transport area (LATA) as the user's location.

27. (Original) The method of claim 26, wherein receiving user measured location information includes receiving user measured location information sent by a communication device selected from the group consisting of a computer, a fixed-location telephone, a wireless telephone, a wireless communications device, a wireless communications network, and an advanced intelligent network service control point.

28. (Original) The method of claim 26, wherein receiving a user advertiser category identifier includes:

sending a user advertiser confirmation query;

receiving a user advertiser confirmation response.

29. (Original) The method of claim 28, wherein sending the user advertiser confirmation query includes sending one or more advertiser subcategories.

30. (Original) The method of claim 26, wherein receiving user measured location information includes sending a cookie based at least in part on the user measured location information to a user computer.

31. (Previously Presented) The method of claim 26, wherein forwarding the selected one or more advertiser entries for presentation based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries includes:

determining distance data between the user measured location information and the advertiser measured location information of the selected one or more advertiser entries; and

organizing a listing of the selected one or more advertising entries based at least in part on the determined distance data.

32. (Original) The method of claim 31, wherein organizing a listing includes organizing from a smallest distance to a largest distance.

33. (Original) The method of claim 31, wherein organizing a listing includes organizing from a smallest time period to a largest time period.

34. (Previously Presented) The method of claim 31, wherein selecting one or more advertiser entries of the plurality of advertiser entries based at least in part on the user advertiser category identifier includes:

selecting one or more advertiser entries of the second subset of the plurality of advertiser entries based on at least in part on the user advertiser category identifier; and

selecting one or more advertising entries of the third subset of the plurality of advertiser entries based at least in part on the user advertiser category identifier.

35. (Previously Presented) The method of claim 34, wherein forwarding the selected one or more advertiser entries for presentation based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries includes:

organizing a listing of the selected one or more advertising entries of the second subset of the plurality of advertiser entries based at least in part on

the user measured location information, and

the advertiser measured location information of the selected one or more advertising entries of the second subset of the plurality of advertiser entries; and

organizing a listing of the selected one or more advertising entries of the third subset of the plurality of advertiser entries.

36. (Previously Presented) The method of claim 35, wherein organizing the listing of the selected one or more advertising entries of the third subset of the plurality of advertiser entries is based at least in part on a telephone exchange area and an area code.

37. (Original) The method of claim 36, wherein organizing the listing of the selected one or more advertising entries of the third subset of the plurality of advertiser entries is further based at least in part on at least one of a zip code area and a local access and transport area.

38. (Original) The method of claim 26, wherein the advertiser measured location information and the user measured information are based at least in part on longitude and latitude information.

39. (Original) The method of claim 26, wherein the advertiser measured location information and the user measured location information are based at least in part on two-dimensional location information.

40. (Currently Amended) A method of providing a location-based yellow pages service, the method comprising:

operating a yellow pages service, the yellow pages service including a yellow pages database, the yellow page database including a first set of advertiser entries and a second set of advertiser entries, the first set of advertiser entries including advertiser

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measured location information, the second set of advertiser entries lacking advertiser

measured location information;

receiving a request from a user to present advertiser information corresponding

to a user selected advertiser category and a user selected advertiser subcategory,

wherein receiving the request from the user comprises receiving a measured location

information comprising:

receiving a telephone number to identify a street address with a zip code,

querying a geographic information system with the street address

information, and

receiving from the geographic information system the latitude and

longitude of the street address;

responding to the request, returning a confirmation query to the user, wherein the

returned confirmation query confirms the user selected advertiser category, provides the

user with distance selection options for presenting distance information as one of the

following: absolute distance, shortest travel distance, distance in time when driving,

distance in time when bicycling, and distance in time when walking, and allows the user

to refine the selection of the advertiser category identifier and a user advertiser

subcategory identifier, and wherein the confirmation query further allows the user to

determine whether to retrieve advertiser entries from the second set of advertiser

entries;

forwarding a list of advertiser information for presentation from the first set of

advertiser entries including advertiser measured location information prior to forwarding

a list of advertiser information for presentation from the second set of advertiser entries

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lacking advertiser measured location information and data indicating the distance

between a user location and an advertiser location presented according to a distance

identifier selected from the distance selection options and wherein the one or more

advertiser entries from the second subset are configured to be presented in the

following order: advertiser entries in the same telephone exchange as the user's

location, advertiser entries in the same ZIP code as the user's location, advertiser

entries in the same area code as the user's location, and advertiser entries in the same

local access and transport area (LATA) as the user's location; and

charging the advertisers corresponding to the first set of advertiser entries a fee

to include advertiser measured location information in the yellow page database.

41. (Cancelled)

42. (Currently Amended) A method of providing a location-based yellow pages

service, the method comprising:

operating a yellow pages service, the yellow pages service including a first

advertiser's information and a second advertiser's information, the first advertiser's

information including measured location information, the second advertiser's information

lacking measured location information;

receiving a request for yellow page information from a user, the request including

user measured location information and a user selected advertiser category identifier,

wherein the user measured location information is determined using one of information

from a telecommunication system and information pre-stored in a memory, wherein receiving the measured location information comprises:

receiving a telephone number identify a street address with a zip code, query a geographic information system with the street address information, and

receive from the geographic information system the latitude and longitude of the street address;

responding to the request, sending a user advertiser confirmation query to the user; wherein sending the user advertiser confirmation query includes sending one or more advertiser subcategories, wherein the confirmation query confirms the user selected advertiser category identifier, allows the user to refine the selection of the advertiser category identifier and a user advertiser subcategory identifier, and provides the user with distance selection options for presenting distance information as one of the following: absolute distance, shortest travel distance, distance in time when driving, distance in time when bicycling, and distance in time when walking, and wherein the confirmation query further allows the user to determine whether to retrieve the second advertiser information;

receiving a user advertiser confirmation response from the user, wherein the user advertiser confirmation response includes a user selected advertiser subcategory identifier, a distance identifier selected from the distance selection options, and a determination whether to retrieve the second advertiser information;

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upon receiving the user advertiser confirmation response from the user,

retrieving one or more first and second advertiser's information from the yellow page

database,

forwarding the retrieved one or more advertiser's information for presentation in a

manner that the first advertiser's information is displayed prior to the second advertiser's

information and wherein the second advertiser's information is configured to be

presented in the following order: advertiser entries in the same telephone exchange as

the user measured location information, advertiser entries in the same ZIP code as the

user measured location information, advertiser entries in the same area code as the

user measured location information, and advertiser entries in the same local access and

transport area (LATA) as the user measured location information; and

charging the first advertiser an additional fee based at least in part on including

measured location information as part of the first advertiser's information.

. 43. (Cancelled)

44. (Currently Amended) A system for providing location-based yellow page

information, the system comprising:

means for storing a plurality of advertiser entries in a yellow page database,

wherein the plurality of advertiser entries include at least a first subset of advertiser

entries, a second subset of advertiser entries, and a third subset of advertiser entries,

each advertiser entry of the first subset of advertiser entries includes an advertiser

identifier field to store an advertiser identifier, an advertiser category identifier field to

store one or more category identifiers, and an advertiser measured location information field to store advertiser measured location information;

means for storing advertiser measured location information in at least each advertiser entry of the second subset of the plurality of advertiser entries, the second subset of the plurality of advertiser entries being a subset of the first subset of the plurality of advertiser entries;

means for storing advertiser identifiers in at least each advertiser entry of the third subset of the plurality of advertiser entries, the advertiser identifiers in the third subset lacks advertiser measured location information;

means for receiving a request for a yellow page information from a user, the request including user measured location information and a user selected advertiser category, wherein the user measured location information is determined using one of information from a telecommunication system and information pre-stored in a memory, wherein the means for receiving request includes means for receiving the measured location information comprising:

means for identifying a street address with a zip code based on a telephone number,

means for querying a geographic information system with the street address information, and

means for receiving from the geographic information system the latitude and longitude of the street address;

means for, responding to the request, returning a confirmation query to the user, wherein the returned confirmation query confirms the user selected advertiser category,

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provides the user with distance selection options for presenting distance information as one of the following: absolute distance, shortest travel distance, distance in time when driving, distance in time when bicycling, and distance in time when walking, and allows the user to refine the selection of the advertiser category identifier and a user advertiser subcategory identifier, and wherein the confirmation query further allows the user to determine whether to retrieve advertiser entries from the third subset without advertiser measured location information;

means for retrieving one or more advertiser entries of the plurality of advertiser entries from the yellow page database based at least in part on the user advertiser category identifier, the user advertiser sub-category identifier, and the user's determination whether to retrieve the third subset of advertiser information;

means for forwarding the retrieved one or more advertiser entries from the second subset of advertiser entries for presentation based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries and data indicating the distance between a user location and an advertiser location presented according to a distance identifier selected from the distance selection options of the second subset; and

means for forwarding the retrieved one or more advertiser entries of the third subset of advertiser entries for presentation separately from the second subset and wherein the one or more advertiser entries from the third subset are configured to be presented in the following order: advertiser entries in the same telephone exchange as the user's location, advertiser entries in the same ZIP code as the user's location,

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advertiser entries in the same area code as the user's location, and advertiser entries in the same local access and transport area (LATA) as the user's location.

45. (Original) The system of claim 44, wherein the advertiser measure location information and the user measured location information are based at least in part on longitude and latitude information.

46. (Original) The system of claim 44, wherein the advertiser measured location information and the user measured location information are based at least in part on two-dimensional location information.

47. (Original) The system of claim 44, wherein the advertiser measured location information and the user measured location information are based at least in part on three-dimensional location information.

48-50. (Cancelled)

51. (Currently Amended) A computer-readable medium storing a plurality of instructions to be executed by a processor for providing location-based yellow page information, the plurality of instructions comprising instructions to:

store a plurality of advertiser entries in a yellow page database, the plurality of advertiser entries including at least a first subset of advertiser entries, a second subset of advertiser entries, and a third subset of advertiser entries, each advertiser entry of

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the first subset of advertiser entries including an advertiser identifier field to store an advertiser identifier, an advertiser category identifier field to store one or more category identifiers, and an advertiser measured location information field to store advertiser measured location information;

store advertiser measured location information in at least each advertiser entry of the second subset of the plurality of advertiser entries, the second subset of the plurality of the advertiser entries being a subset of the first subset of the plurality of advertiser entries, wherein storing the measured location information comprises:

receiving a telephone number to identify a street address with a zip code, querying a geographic information system with the street address information, and

receiving and storing from the geographic information system the latitude and longitude of the street address;

store advertiser identifiers in at least each advertiser entry of the third subset of the plurality of advertiser entries, the advertiser identifiers in the third subset lacks advertiser measured location information;

receive a request for a yellow page information from a user, the request including user measured location information that is determined by one of information obtained from a telecommunications system and information pre-stored in a memory;

receive a user selected advertiser category identifier from the user;

in response to the request and user selected advertiser category identifier, send an advertiser confirmation query to the user, wherein the advertiser confirmation query confirms the user selected advertiser category identifier, provides the user with distance

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selection options for presenting distance information as one of the following: absolute distance, shortest travel distance, distance in time when driving, distance in time when bicycling, and distance in time when walking, and includes one or more advertiser subcategories, wherein the confirmation query allows the user to refine the selection of the advertiser category identifier and the one or more advertiser subcategories, and wherein the confirmation query further allows the user to determine whether to retrieve the advertiser entries from the third subset of the plurality of advertiser entries;

receive a user advertiser confirmation response from the user, wherein the user advertiser confirmation response includes a user selected advertiser subcategory identifier and the user's determination whether to retrieve the advertiser entries from the third subset;

retrieve one or more advertiser entries of the plurality of advertiser entries from the yellow page database based on the user advertiser confirmation response; and

forward the retrieved one or more advertiser entries for presentation based at least in part on the user measured location information and the advertiser measured location information of the retrieved one or more advertiser entries wherein data indicating the distance between a user location and an advertiser location is presented according to a distance identifier selected from the distance selection options and wherein the one or more advertiser entries from the third subset are configured to be presented in the following order: advertiser entries in the same telephone exchange as the user's location, advertiser entries in the same ZIP code as the user's location, advertiser entries in the same area code as the user's location, and advertiser entries in the same local access and transport area (LATA) as the user's location.

52. (Original) The system of claim 51, wherein the advertiser measure location information and the user measured location information are based at least in part on longitude and latitude information.

53. (Original) The system of claim 51, wherein the advertiser measured location information and the user measured location information are based at least in part on two-dimensional location information.

54. (Previously Presented) The system of claim 15, wherein the retrieved one or more advertiser entries are listed and organized by the processor to include a first sub-listing of one or more advertiser entries with advertiser measured location information and a second sub-listing of one or more advertiser entries without advertiser measured location information.

55. (Previously Presented) The system of claim 15, wherein the user measured location information is based at least in part on one of latitude and longitude information, two-dimensional location information, three-dimensional location information, telephone exchange area, zip code, area code and a local access and transport area.

56. (Previously Presented) The method of claim 26, wherein the retrieved one or more advertiser entries are listed and organized to include a first sub-listing of one or more advertiser entries with advertiser measured location information and a second

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sub-listing of one or more advertiser entries without advertiser measured location information.

57. (Previously Presented) The method of claim 26, wherein the user measured location information is based at least in part on one of latitude and longitude information, two-dimensional location information, three-dimensional location information, telephone exchange area, zip code, area code and a local access and transport area.

58. (Previously Presented) The method of claim 34, wherein selecting one or more advertiser entries of the third subset of the plurality of advertiser entries based at least in part on at least one of a telephone exchange area, a zip code, a area code, and a local access and transport area.

59. (Previously Presented) The method of claim 56, wherein the second sub-listing of one or more advertiser entries without advertiser measured location information are sorted by at least one of a telephone exchange area, a zip code, an area code and a local access and transport area.

60. (Previously Presented) The method of claim 56, wherein the first sub-listing of one or more advertiser entries with advertiser measured location information is sorted by at least one of a distance and time period between the user and the one or more advertiser entries.

61. (Previously Presented) The system of claim 44, wherein organizing the listings is based at least in part on at least one of longitude and latitude information, two-dimensional location information, three-dimensional location information, a telephone exchange area, a zip code, a area code, and a local access and transport.

62. (Currently Amended) A system for providing location-based yellow pages information, the system comprising:

a processor;

a yellow page database coupled to the processor, the yellow page database including a plurality of advertiser entries, wherein the plurality of advertiser entries includes a first subset of advertiser entries and a second subset of advertiser entries, each advertiser entry of the first subset of advertiser entries includes advertiser measured location information, and each advertiser entry of the second subset of advertiser entries lacks advertiser measured location information but includes general designated area information; and

a memory coupled to the processor, the memory storing a plurality of instructions configured to be executed by the processor, the plurality of instructions including location-based yellow pages database access instructions, and

wherein the processor is configured to

receive a request for yellow page information from a user, the request including at least one of a user measured location information, a user selected advertiser category and a user selected advertiser subcategory, wherein receiving the measured location information comprises the processor being configured to:

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receive a telephone number for identifying a street address with a zip code,

query a geographic information system with the street address information, and

receive from the geographic information system the latitude and longitude of the street address;

respond to the request, returning a confirmation query to the user, wherein the confirmation query confirms the user selected advertiser category and the user selected advertiser subcategory, and allows the user to refine the selection of the category and the sub-category, and the confirmation query allows the user to indicate a desire to retrieve advertiser entries from the second subset of advertiser entries and provides the user with distance selection options for presenting distance information as one of the following: absolute distance, shortest travel distance, distance in time when driving, distance in time when bicycling, and distance in time when walking;

based on the request received from the user, retrieve one or more advertiser entries from the yellow page information database;

determine a location relationship between the user and each advertiser associated with each retrieved advertiser entry from the first subset of advertiser entries using the user measured location information and the advertiser measured location information and sort retrieved advertiser entries based on this location relationship;

if the user indicates a desire to retrieve advertiser entries from the second subset of advertiser entries, determine a location relationship between the user and each advertiser associated with each retrieved advertiser entry from the second subset of

advertiser entries using the user measured location information and general designated area information and sort retrieved advertiser entries based on this location relationship; and

forward the retrieved one or more advertiser entries for presentation in an order that the advertiser entries of the first subset are presented prior to those of the second subset and data indicating the distance between a user location and an advertiser location presented according to a distance identifier selected from the distance selection options and wherein the one or more advertiser entries from the second subset are configured to be presented in the following order: advertiser entries in the same · telephone exchange as the user's location, advertiser entries in the same ZIP code as the user's location, advertiser entries in the same area code as the user's location, and advertiser entries in the same local access and transport area (LATA) as the user's location.

63. (Previously Presented) The system of claim 15, wherein the process forwards the selected one or more advertiser entries for presentation in a manner that the advertiser entries of the first subset are presented prior to the advertiser entries of the second subset.

64. (Previously Presented) The method of claim 26, wherein the retrieved one or more advertiser entries are forwarded for presentation in a manner that the advertiser entries of the first subset are presented prior to the advertiser entries of the second subset.

65. (Previously Presented) The system of claim 44, wherein the means for forwarding the retrieved one or more advertiser entries for presentation forwards the retrieved one or more advertiser entries for presentation in a manner that the advertiser entries of the first subset are presented prior to the advertiser entries of the second subset, and the advertiser entries of the second subset are presented prior to the advertiser entries of the third subset.

66. (Previously Presented) The method of claim 51, the retrieved one or more advertiser entries are forwarded for presentation in a manner that the advertiser entries of the first subset are presented prior to the advertiser entries of the second subset, and the advertiser entries of the second subset are presented prior to the advertiser entries of the third subset.

67. (Previously Presented) The system of claim 20, wherein the processor is further configured to determine and forward for presentation the time or distance required for the user to travel from the user measured location to the advertiser measured location utilizing altitude information as the third dimension of the advertiser measured location information.

68. (Previously Presented) The method of claim 31, wherein determining distance data between the user measured location information and the advertiser measured location information of the selected one or more advertiser entries comprises

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utilizing altitude information as a third dimension of the advertiser measured location information.

69.   (Previously Presented) The system of claim 15, wherein the processor is further configured to generate the estimated distance using the distance identifier selected from the distance selection options.

70.   (Previously Presented) The method of claim 26, further comprising generating the data indicating the distance between the user location and the advertiser location presented according to the distance identifier selected from the distance selection options.

71.   (Previously Presented) The method of claim 40, further comprising generating the data indicating the distance between the user location and the advertiser location presented according to the distance identifier selected from the distance selection options.

72.   (Previously Presented) The method of claim 42, further comprising generating data indicating the distance between a user location and an advertiser location presented according to a distance identifier selected from the distance selection options.

73. (Previously Presented) The system of claim 44, further comprising means for generating the data indicating the distance between the user location and the advertiser location presented according to the distance identifier selected from the distance selection options.

74. (Previously Presented) The computer-readable medium of claim 51, wherein the plurality of instructions further comprise instructions to generate the data indicating the distance between the user location and the advertiser location presented according to the distance identifier selected from the distance selection options.

75. (Previously Presented) The system of claim 62, wherein the processor is further configured to generate the data indicating the distance between the user location and the advertiser location presented according to the distance identifier selected from the distance selection options.